



# *VST*

## *SHAKTI*

### *SAMACHAR*

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*Message from EVP & CFO*

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*Krishi Mela - Karnataka*

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### **PR ACTIVITIES**



## FROM THE EDITORIAL DESK

Hello VSTeans,

New financial year, New plans, New goals, New thoughts... And the list will go on..., we at editorial desk also tried to bring Newness in this issue in terms of design, elegance and content. VST Shakti Samachar is already one year young and we from editorial team thank you all for the support extended to make this platform huge success.

The last quarter of the previous financial year has seen a plethora of activities from VST family and we had a very challenging, but at the same time, a very exciting moment compiling them all. Our issue, this time is a 16 page booklet and we appreciate each one of you for the efforts put in and giving us the opportunity to communicate them in this forum.

We promise to continue our updates and news and hope you enjoy reading VST Shakti Samachar time and again...

Cheerio...  
Editorial Team.



*Message  
From  
EVP & CFO*



Hello VSTeans,

In the midst of closing the books of the previous financial year and concluding policies & plans for the coming challenging year, my team asked me to give a message for VST Shakti Samachar and I felt it is a good platform to reach out to you all...

A Newsletter is the best form of communication to create awareness on happenings across the network that will enable VST family function in sync with market conditions and competition.

I appreciate the Editorial Team for relentlessly trying to give timely updates and news for us to keep ourselves up with happenings in the family and congratulate everyone on VST Shakti Samachar completing one year.

Looking forward for many more issues of VST Shakti Samachar to roll out with progressive and profitable information.

Adios till again,

**CA R. Thiyagarajan,  
Executive Vice President  
& Chief Financial Officer.**



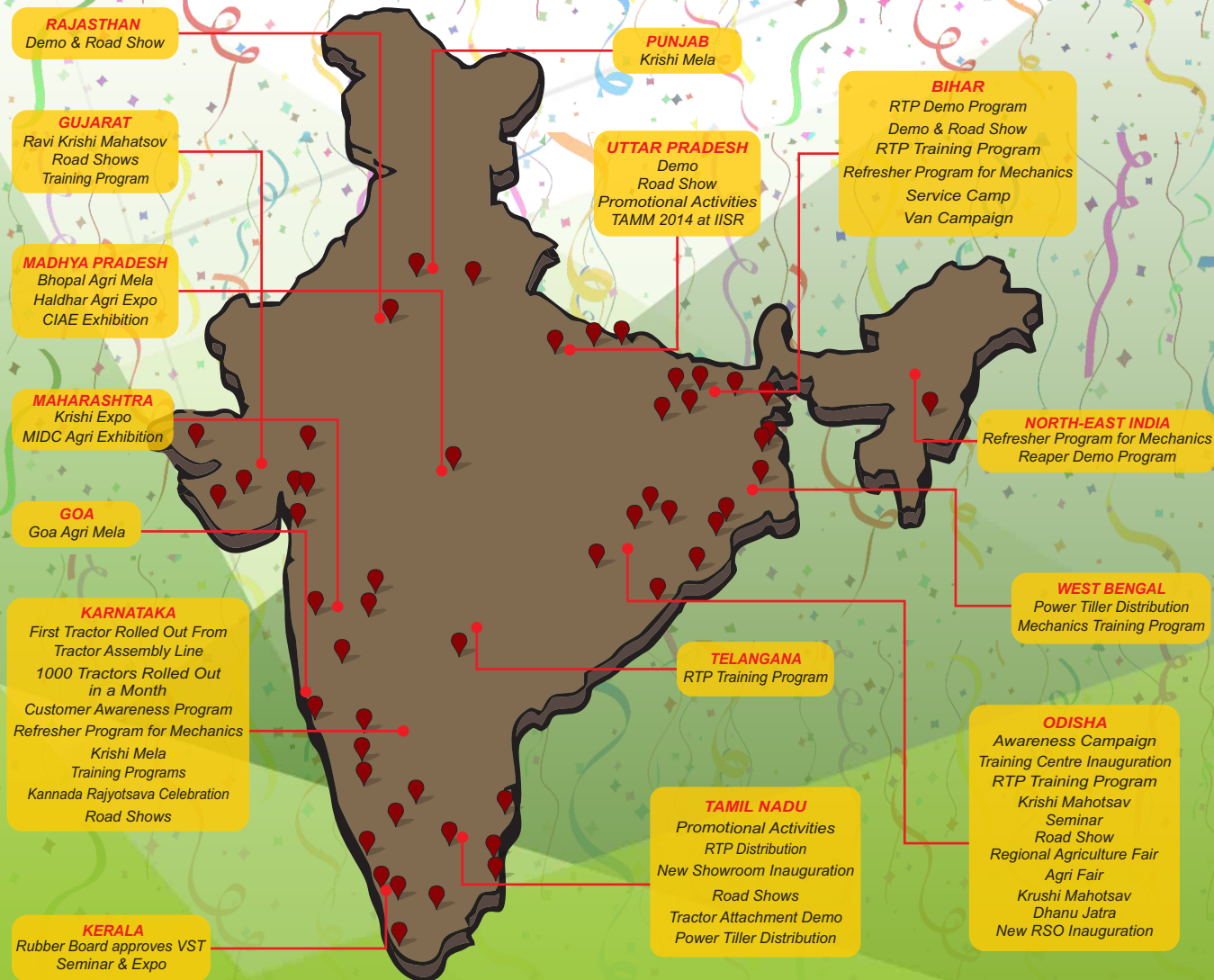
# VST Shakti Samachar

is



# year young!

Activities conducted by VST family and covered by VST Shakti Samachar in 2014





## TRAININGS/SEMINARS/MEETS/CAMPAIGNS

### 'VIBRANT VST' - GUJARAT



A Customer Meet and Educational Program called 'Vibrant VST' was organized by our dealer M/s. Agro Deal Agencies at Karjan and Utavali, Gujarat in the month of March 2015. This meet was conducted to promote our newly launched JAI & AJAI tractors. Educating farmers on the current agriculture scenario - reasons & solutions, farm mechanization, VST Mission & Vision, strength & weakness of VST products V/s competitors products, current pricing & schemes for VST products were covered in the event. A product display and demonstration was arranged and also we have addressed the grievances set in the customer's mind about our product qualities & other issues.



### CUSTOMER MEET - GUJARAT

Our dealer M/s. Gujarat Krishi Machinery Ltd. had organized a Customer Meet in a grand scale. The event was held at Amreli, Gujarat in the month of March 2015.



### CUSTOMER MEET - GUJARAT

A Customer Meet was organized by our dealer M/s. Agro Deal Agencies at Umaj, Gujarat in the month of February 2015 where our products were displayed at the venue and the farmers were educated on the uses and benefits of our tillers and tractors with live demonstrations.



### ROAD SHOW - GUJARAT

Our dealer M/s. Cama Agencies had organized a Road Show at Himatnagar, Gujarat in the month of January 2015 to promote our products in their territory.

## TRAININGS/SEMINARS/MEETS/CAMPAIGNS

### TRACTORS DISTRIBUTION - MAHARASHTRA



An event for Tractors Distribution was organized by our dealer M/s. Dandawate Traders at Shirdi, Maharashtra where tractors were distributed to a select few farmers by Mr. Vikhe Patil, Ex- Minister, Maharashtra.



### HOARDING CAMPAIGN - MAHARASHTRA

Our dealer M/s. Dandawate Traders, Shirdi, Maharashtra had conducted a Hoarding Campaign where hoardings were erected at various sites in their territory to promote our products.



### HOARDING CAMPAIGN - MAHARASHTRA

A Hoarding Campaign was conducted by our dealer M/s. SSS Patil Tractors and Power Tillers at Bhusawal, Bhadgaon, Muktainagar of Maharashtra, where hoardings were erected at various sites to promote our products.



### CUSTOMER MEET - UTTAR PRADESH



Our dealer M/s. BDJ International at Siyana, Uttar Pradesh had organized a Customer Meet in the month of January 2015 where farmers were educated on the uses and benefits of our tillers and tractors.



PROMOTIONAL ACTIVITIES



## TRAININGS/SEMINARS/MEETS/CAMPAIGNS

### ROAD SHOW - UTTAR PRADESH



A Road Show was organized by our dealer M/s. BDJ International at Siyana, Garh and Amroha areas in Uttar Pradesh in the month of March 2015 to promote our products in their territory.



### ROAD SHOW - UTTAR PRADESH

Our dealer M/s. Sri Ram Agro Agency at Bettiah in Bihar had organized a Road Show in the month of January 2015 to promote our products in their territory.



### TRAINING PROGRAM - UTTAR PRADESH

A Mechanic Training Orientation Program was conducted by our dealer M/s. Jay Durga Enterprises at Balasore in Odisha in the month of January 2015.



### PROMOTIONAL EVENT - ODISHA



Our dealer M/s. Sahoo Agencies had conducted Promotional Events at Jarsuguda, Kuchinda & Sambalpur areas of Odisha in the month of February 2015. The event was organized mainly to promote our products and to create awareness about our rice transplanter and power tillers among farmers.



## TRAININGS/SEMINARS/MEETS/CAMPAIGNS



### ROAD SHOW - ASSAM

A Road Show was conducted by our dealer M/s. Shikha Enterprise at Lakhimpur in Assam which was organized by District Agriculture Office, Lakhimpur in the month of January 2015.



### ROAD SHOW - ASSAM

Our dealer M/s. North Eastern Trade Agency had organized a Road Show at Tikrikila under Goalpara district in Assam in the month of January 2015. A stall was also set up at vantage point to promote our tractors to the farmers.



### POWER TILLER DISTRIBUTION - TAMILNADU

An event was organized for the Distribution of our Power Tillers to the selected farmers at Namakkal Collector Office, Tamil Nadu in the month of January 2015. Tamil Nadu Industries minister Mr. P. Thangamani delivered the tillers to the customers.



### FRANCHISEE MEETING - PONDICHERRY

A Franchisee Meeting was conducted at Pondicherry in the month of January 2015 where the modus operandi of the franchisee model was presented.



# PROMOTIONAL ACTIVITIES



## TRAININGS/SEMINARS/MEETS/CAMPAIGNS



### PROMOTIONAL ACTIVITY - TAMIL NADU

A Promotional Activity was organized through out the month of January 2015 on the occasion of Pongal in the state of Tamil Nadu. Customers were offered assured gifts on the purchase of VST Mitsubishi Shakti VT 224-1D or Mitsubishi Shakti MT 180D along with the chance to win various prizes ranging from gift vouchers to Maruti Alto800 car through a lucky draw at the end of the month.



### DEMO - TAMIL NADU

A Demo was conducted in Salem, Tamil Nadu in the month of January 2015. A front end loader was attached to our Mitsubishi Shakti 180D tractor and demonstrated.



### ROAD SHOW - TELANGANA

Our dealer M/s. Siri Agro & General Agencies had organized a Road Show at Kodad, Telangana in the month of January 2015.



## INSPIRATIONAL QUOTES FROM BUDDHA



"All that we are is the result of what we have thought. The mind is everything. What we think we become."

"Thousands of candles can be lit from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared."

"You will not be punished for your anger, you will be punished by your anger."

"Three things cannot be long hidden: the sun, the moon, and the truth."

"Those who are free of resentful thoughts surely find peace."

"To understand everything is to forgive everything"

"An idea that is developed and put into action is more important than an idea that exists only as an idea."

## TRAININGS/SEMINARS/MEETS/CAMPAIGNS

### REPUBLIC DAY PARADE - TELANGANA



To celebrate Republic Day for the first time in the newly formed state Telangana, functions were organized at all the district headquarters. V.S.T Tillers Tractors Ltd. had participated in the parade held at District Parade Ground at Mahaboobnagar, Telangana where our products were showcased.



### STAY FIT



Here are some office worker tips that will help you to stay more energetic throughout the day and keep you fit at the same time.

Bring your own healthy lunch to work rather than eating fast food or from the office cafeteria.

If you work in an office building that has several floors, take the stairs back and forth to your floor each day.

Make it a point to get up from your desk at least once every hour and walk around.

Park your vehicle in the furthest spot you can from your office.

One of the most important meals of the day is breakfast. Regardless how busy you are, find time to eat a healthy breakfast and your day will be much more productive.



### ROAD SHOW - TELANGANA

A Road Show was organized by our dealer M/s. Sri Vijaya Durga Agencies at Khammam, Telangana in the month of January 2015.



### TRACTORS DISTRIBUTION - ANDHRA PRADESH



Our dealer M/s. Sri Rama Motors had organized a Tractors Distribution Program at Dodipatla, Andhra Pradesh in the month of March 2015. The tractors were distributed to select farmers by the Chief Minister of Andhra Pradesh under the 'Janma Bhoomi - Maa Vooru CM program'.





## EXHIBITIONS/MELAS/EXPOS

### AGRI EXPO - MAHARASHTRA



A state level Agri Expo was held at Maharashtra in the month of February 2015. Our dealer M/s. Kunal Tractors from Beed, Maharashtra had represented us in the expo and had showcased our products.



### KRUSHI DARSHAN - MAHARASHTRA

An Exhibition named Krushi Darshan was held at Lakhandur, Maharashtra in the month of February 2015. V.S.T Tillers Tractors Ltd. was represented by our dealer M/s. Sree Balaji Sales & Services, Maharashtra.



### AGRI EXPO - MAHARASHTRA

An Agri Exhibition was held at Newasa Phata in Maharashtra in the month of February 2015. V.S.T Tillers Tractors Ltd. was represented by our dealer M/s. Dandwate Tractors, Maharashtra.



## EXHIBITIONS/MELAS/EXPOS

### KISAAN MELA - RAJASTHAN



A Kisaan Mela was held at Udaipur, Rajasthan in the month of March 2015 in Maharana Pratap University. Our tractors, power tillers and reapers were displayed at the Mela. A demonstration on the usage and technical details of our products was given to the farmers.



### EXHIBITION - ODISHA

Krushi Vigyan Kendra had organized an Exhibition cum Meet for farmers in the month of February 2015 at Ranital, Bhadrak district, Odisha. Our dealer M/s. Sri Ram Motors, Bhadrak, Odisha had represented V.S.T Tillers Tractors Ltd. in the exhibition. Our tractors, reapers and rice transplanter were displayed at the event.



### AGRICULTURAL FAIR - ODISHA

A State Level Agricultural Fair was held at Janta Maidan at Bhubaneswar, Odisha in the month of March 2015. V.S.T Tillers Tractors Ltd. had a very unique stall at the event with the theme of creating a replica of a typical farmers' house and front yard, which was appreciated by the visitors. Our products were displayed in a very innovative way by placing them in the cow shed and front yard amidst an artificial well.





## EXHIBITIONS/MELAS/EXPOS



### AGRO BIHAR - BIHAR

5th Agro Bihar, is an expo organized by Confederation of Indian Industry (CII), Eastern Region in association with Department of Agriculture - Government of Bihar, which was held at Veterinary College Ground, Patna, Bihar in the month of February 2015. We had participated in the expo and had displayed our products at the event. A live demonstration of all our products was also organized.



### HORTICULTURE SHOW - ASSAM

A Horticulture Show was organized at North Lakhimpur in Assam in the month of January 2015. V.S.T. Tillers Tractors Ltd. was represented by our dealer M/s. Sikha Enterprises where they had displayed our products at the venue.



### KRISHI YANTRA MELA - KARNATAKA

The 3rd edition of Krishi Yantra Mela 2015 was held at Vivekananda College of Engineering and Technology ground at Puttur, Dakshina Kannada district, Karnataka in the month of January 2015. We were represented at the fair by our dealer M/s. South Kanara Agricultural Development Co-operative Society Ltd.



### KISAN FAIR - KARNATAKA

Kisan Fair was held at Bangalore International Exhibition Centre (BIEC) in Bangalore, Karnataka in the month of January 2015. We were represented at the event by our dealer M/s. Ratha Mitra Farm Equipments, Bangalore.



## EXHIBITIONS/MELAS/EXPOS

### KRISHI MELA - KARNATAKA

The 35th State Level Expo called Krishi Mela was organized under the guidance of Sri Kshetra Dharmasthala Rural Development Project and was held at Kalpatharu Ground, Tiptur in Tumkur district, Karnataka in the month of February 2015. The event was inaugurated by His Holiness Dr. Sri Sri Sri Shivakumara MahaSwamyji (Sri Siddaganga Kshetra). We were represented at the event by our dealer M/s. Jaya Agencies, Tiptur.



### GO GREEN: TIPS TO REDUCE OFFICE WASTE

Nearly every office, large or small, relies on large quantities of paper. Check out these tips to help reduce the amount of paper and printing products that are used at your workplace.

- **Use both sides of paper:** When making copies, set your machine to use both sides of paper and cut your consumption in half.
- **Shred and reuse unwanted paper:** Instead of throwing away old documents, shred them and reuse them as packing material in shipments.
- **Reuse boxes:** When you get shipments in, save your boxes so that you can use them again for shipments out.
- **Offer paper recycling:** Put a paper recycling receptacle next to every printer, copier and fax machine so that employees can deposit unwanted paper in them. Discuss recycling with your cleaning crew or appoint a person to bring your paper to a recycling center each week.
- **Avoid color printing:** Color printing generally uses more ink, so print in black and white when you can.
- **Print in draft mode:** To conserve even more ink, print in draft mode. It will generally lighten the shade, but you'll still be able to read your copy clearly.
- **Buy paper wisely:** Create a policy to buy only chlorine-free paper with a high percentage of recycled content.
- **Consider alternative paper:** Think about buying paper made from hemp, bamboo or organic cotton.
- **Buy recycled toner and ink:** Cartridges contribute metal and plastic to landfills, but buying toner and ink that's refilled can help alleviate this environmental burden.
- **Distribute memos via email:** Instead of printing out memos for distribution, email them and let employees decide whether or not they wish to print them.
- **Store manuals, policies and other documents online:** Don't print out huge employee handbooks. Allow employees to access PDF copies at their leisure.
- **Reduce margins:** Reduce your margin settings so that your printer uses less paper.





## MILESTONES

### TIE-UP WITH M/s. YANMAR COROMANDEL AGRISOLUTIONS



V.S.T Tillers Tractors Ltd. has entered in to an exclusive tie-up with M/s. Yanmar Coromandel Agrisolutions in the month of January 2015 for marketing Rice Transplanter in Tamil Nadu, Kerala and Odisha.



### 18.5 HP TRACTOR LAUNCH - KARNATAKA

The new 18.5 HP 2WD Tractor with the model name - VST Mitsubishi Shakti VT180D JAI - 2W was launched at our Hosur plant division in the month of February 2015.



### BRANCH INAUGURATION - MAHARASHTRA

Our dealer M/s. Shree Balaji Sales and Services had inaugurated their new branch at Sakoli, Maharashtra in the month of January 2015.



### BRANCH INAUGURATION - MAHARASHTRA



Our dealer M/s. Dandawati Traders had inaugurated their new showroom at Rahata, Ahmednagar district, Maharashtra in the month of March 2015.



## PR ACTIVITIES

### ETV INTERVIEW - RAJASTHAN



V.S.T Tillers Tractors Ltd. representative's and farmer's interview about Tractors on ETV Rajasthan in the month of March 2015. (screen shots from the interview)

### DD NATIONAL INTERVIEW - BIHAR



V.S.T Tillers Tractors Ltd. representative's interview about our products on DD National Patna in the month of January 2015. (screen shot from the interview)

### PR ACTIVITY - TAMIL NADU



PR Activity conducted on Tractors at Krishnagiri, Tamil Nadu

### DAINIK JAGRAN - BIHAR



Dainik Jagran - Patna covered VST Rice Transplanter in their paper in the month of February 2015

PR ACTIVITIES



VST SHAKTI

**V.S.T. TILLERS TRACTORS LTD**



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